

Subject: RE: FDA and 3rd Party Spokespeople

To: Beauchemin, Ed

Cc: Crawford, Derek; Daragan, Karen; Dillard, Jack; Fisher, Scott; Flowers, Sheila; Inmann, Pam; Lemperes, Jim; Paluszek, Matt; Pontarelli, Jim; Poole, Jay; Portnoy, Sharon; Scott, Tracey; Turner, Henry; Woodward, Ellis

that is just wonderful!!! this is our first commitment for a media spokesperson. thanks

karen and ellis--what kind of training materials or program can be developed if the spokespeople program moves forward? please advise.

rds--i still want to identify at least 1 or 2 spokespeople per state. this is a tough objective but one that if we get close, opens up lots of opportunities.

thanks all.

From: Beauchemin, Ed on Wed, Aug 16, 1995 11:58 AM
Subject: RE: FDA and 3rd Party Spokespeople
To: Crawford, Derek; Daragan, Karen
Cc: Walls, Tina

Spokesperson- Fred Stone
 Exc. Dir. NE. Petro. Marketers
 (402) 474-6691

Read and willing anytime.

From: Crawford, Derek on Fri, Aug 4, 1995 10:07 AM
Subject: RE: FDA and 3rd Party Spokespeople
To: Daragan, Karen
Cc: Beauchemin, Ed; Dillard, Jack; Fisher, Scott; Inmann, Pam; Laufer, David; Lemperes, Jim; Paluszek, Matt; Pontarelli, Jim; Poole, Jay; Portnoy, Sharon; Pressl, Lance; Scott, Tracey; Turner, Henry; Walls, Tina
File(s): FDA PS

Attached is the list we discussed yesterday. The list includes key legislators, groups, and private organizations who have committed to write on the FDA issue. Confirmation of correspondence is also indicated on the document.

The list is also growing. The next update will be distributed on 8/5 (tomorrow).

From: Daragan, Karen on Thu, Aug 3, 1995 8:33 PM
Subject: FDA and 3rd Party Spokespeople
To: Firestone, Marc; Han, Vic; Nicoli, David; Walls, Tina; Woodward, Ellis
Cc: Coughlin, Mary; Crawford, Derek; Laufer, David; Merlo, Ellen

What do you think about activating third party spokespeople asap at state and local trade groups (retail, wholesale, licensed beverage, etc.) to speak out to media on prospect of FDA regulation, economic impact and what PM/retail industry is doing on youth access issue?

Derek Crawford is sending me a list of the groups that each of the RDs have already activated to write letters to Congress. Perhaps, working with the RDs, we can go back to these folks and gauge their interest in going a little more public on their position (i.e. sending out a press release, actively doing interviews, taking referral media calls, and/or at least authoring Op-Eds and LTEs.) For example, Matt Paluszek in Boston told me this morning that Exec Director of NECSA (New England C-Store Association) wants to speak out/do media calls on FDA and youth. We can help these various groups in all the regions select and execute the range of activities (write, release, pitch etc.) listed above.

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As you know, this is what we do as a matter of course on state legislative issues. Mary Coughlin and Brendan McCormick can work with the RDs and the MAN Network. I realize you are focused on the Hill and Beltway media, but if we can get clips you can merchandise, they can help. Also helps shape public opinion on the issue in capitol cities stateside. We are already or are soon to be talking/working with these groups on AAA and legislative agenda, and it all ties together.

We could start this asap, prior to White House/FDA action since it is third party work, and continue after of course. Thoughts? Pls advise. KD.

Note for Woodward, Ellis

From: Firestone, Marc
Date: Wed, Aug 16, 1995 1:03 PM
Subject: RE: Business Week
To: Colby, Dolly; Levine, Arthur; Woodward, Ellis

Dolly:

That's not quite right. I was simply saying that our papers quote a number of former commissioners and general counsels who addressed the issue. Perhaps we can clarify the point with him today.

Let's discuss.

Marc

To: Firestone, Marc
Cc: Kram, Caroline; Wilson, Christine; Woodward, Ellis
From: Colby, Dolly on Wed, Aug 16, 1995 12:11 PM
Reporter: David Greising
Phone No. 404-521-3288
Media Outlet: Business Week
Topic: Fact Checking Quote
Deadline: This afternoon

Marc: David wanted to run this quote by you for accuracy:

"6 former commissioners and 5 former general counsels of the agency say the FDA should not regulate cigarettes"

Wanted to make sure that he had 6 and 5 right. Also he was curious for his own information as to why only 5 general counsels. I told him that I'd try to get an answer on that and he said don't hold up the quote approval for that answer. D.

Note for Woodward, Ellis

From: Laufer, David
Date: Wed, Aug 16, 1995 1:10 PM
Subject: RE: Pending WSJ stories
To: Han, Vic; Merlo, Ellen; Woodward, Ellis
Cc: Daragan, Karen